



BACK THAT ASH UP!

Winter 2001 Edition - Volume 1, Number 2



**County of Orange
Health Care Agency**
Public Health Services
Tobacco Use Prevention Program

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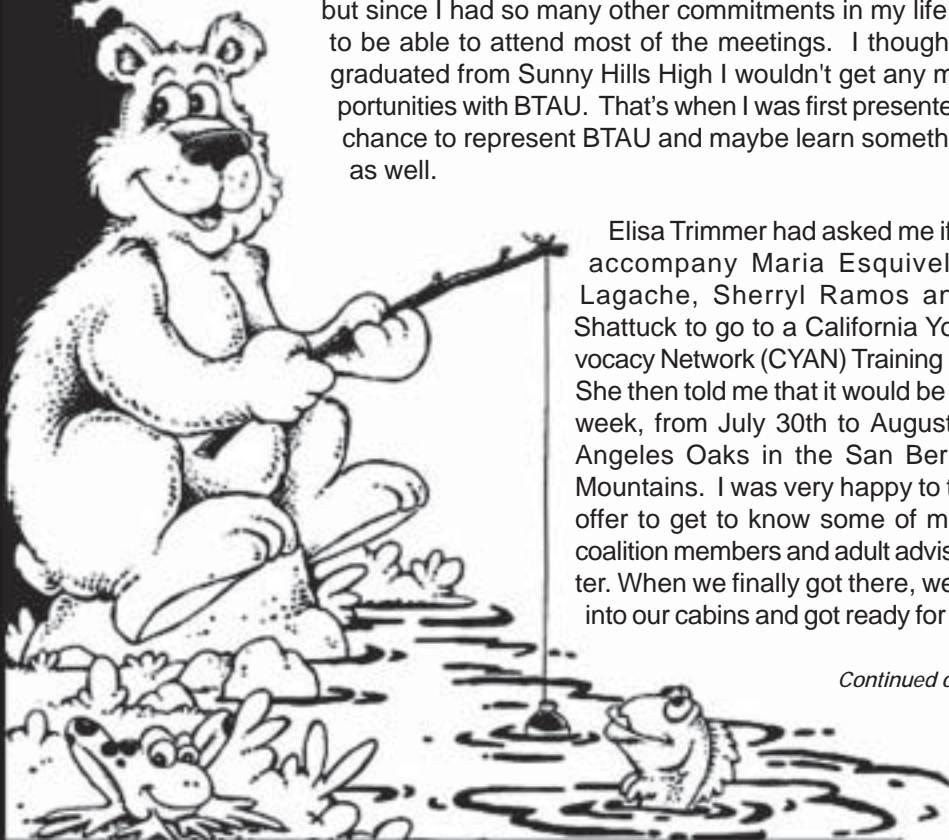
California Youth Advocacy Network (CYAN) Camping Retreat Summer 2001

By: Cristy Chen

Have you ever wondered why you joined a youth coalition (like "Back That Ash Up" or BTAU for short) or a "youth led, youth driven" club (like your chapter)? At times you think, "Yes, I'm helping my community and meeting new people, but what is it doing for me as a person?" That's when you realize that you get many different skills & experiences through all the opportunities your coalition gives you. I've been in BTAU since it was first established, but since I had so many other commitments in my life, I failed to be able to attend most of the meetings. I thought once I graduated from Sunny Hills High I wouldn't get any more opportunities with BTAU. That's when I was first presented with a chance to represent BTAU and maybe learn something new as well.

Elisa Trimmer had asked me if I would accompany Maria Esquivel, Ryan Lagache, Sherryl Ramos and Elke Shattuck to go to a California Youth Advocacy Network (CYAN) Training Retreat. She then told me that it would be a whole week, from July 30th to August 3rd. in Angeles Oaks in the San Bernardino Mountains. I was very happy to take the offer to get to know some of my fellow coalition members and adult advisors better. When we finally got there, we settled into our cabins and got ready for the wel-

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"World No Tobacco Day" Race!

START

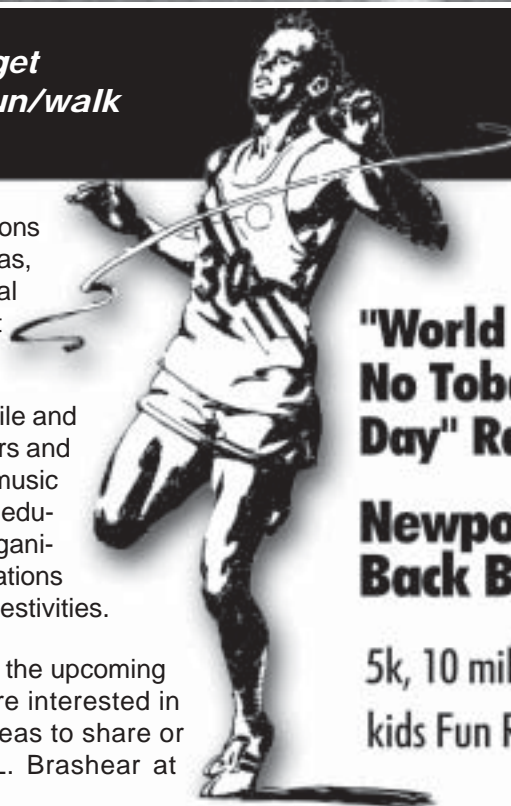


A race for a good cause, adults and youth get together for the "World No Tobacco Day" run/walk race at the Newport Beach Back Bay!

World No Tobacco Day was developed in 1988 by the United Nations World Health Organization due to global impact that tobacco use has, which has cost 3 million lives lost yearly. This year TUPP's annual "World No Tobacco Day" race/run walk was held at the Newport Beach Back Bay and it was a great success!

There were over 1,550 youth and adult runners in the 5K, 10 mile and kids fun runs. Total attendance with runners, volunteers, exhibitors and spectators was over 3,000. After the race attendees enjoyed live music from the band CORDAY. Food from various sponsors and tobacco education game booths created by youth groups from schools and organizations throughout Orange County as well as Community organizations who work in tobacco education and prevention were there in the festivities.

This year there is a youth planning committee who is planning the upcoming event and planning to celebrate it in a different way! If you are interested in being part of the planning committee and have some great ideas to share or want more information on the event please call Barbara L. Brashear at 714-834-3232.



**"World
No Tobacco
Day" Race**

**Newport Beach
Back Bay**

**5k, 10 mile and
kids Fun Run/Walk**



***"Back That Ash Up"
Youth Coalition message
from Chair Michael Le!***

I first discovered what TUPP (Tobacco Use Prevention Program) was in September 1999. TUPP came out to HBCASA (Huntington Beach Coalition Against Substance Abuse) to help the youth sub-committee with the SKATT (Stop Kids Addiction to Tobacco) program. I lost contact with TUPP until they announced that on Tuesday, August 1, 2000 they would, for the first time include youth on the Youth Outreach Committee (YOC) which would be called the Youth Task Force Advisory Committee.

The youth decided that the name of the coalition should be changed to reflect the youth. After much discussion, they agreed on the "Back That Ash Up" coalition. During our next meeting (Tuesday, December 5, 2000) I was nominated Co-chair. I'm a 16 year-old junior from Huntington Beach High School.

Tobacco use among teens is a major problem affecting youth today, and we can always use more help. If you are interested in joining contact, Barbara Brashear at 714-834-3232.



The project titled, SKATT stands for Stopping Kids' Addiction to Tobacco. The SKATT project involves youth 17 and younger going to stores in the community that sell tobacco products to see if they are "sold" cigarettes and educate merchants on State tobacco laws. The Fullerton Boys & Girls Club completed a SKATT survey in their city in February. 34% of stores surveyed "sold" youth cigarettes. The sale rate was reduced to 31% after merchant education. The youth are currently preparing to speak before the city council to encourage the passage of a self serve rack ordinance, which would require all merchants to keep their tobacco products behind the counter. This ordinance will help reduce youth access to tobacco products.

TUPP would like to thank advisors Mike Lozano, Gina and Monica for their participation in the project. Stay tuned to see the exciting results!

If you are concerned about the availability of tobacco products to youth in your city, or would like to get involved, contact Elke Shattuck, at (714) 834-3294.



Several of the youth from the Fullerton Boys & Girls Club "Leaders in Training" program relaxing after SKATT!



The "Tune Out Tobacco" project has had a very busy and exciting year and is ready to continue in its efforts to counter the tobacco industry in the media. The "Tune Out Tobacco" project involves youth ages 11-17 years of age.

The youth are taught effective ways to counter tobacco in the media. The youth can be trained in video/radio PSA (Public Service Announcement) script writing, mural, billboard and poster designs, and cartoon development. Youth get training from professionals each of whom conduct the workshops.

Each product created by the youth are made into actual products, such as T-shirts, posters, bookmarkers, stickers and billboards. Students from Mountain View High School wrote a script for a PSA and Steve Waltner of Creative Video conducted the video workshop and helped the students bring their video PSA script to life. The video will be sent to local TV stations throughout Orange County for them to air. The "Back That Ash Up" youth coalition also wrote and produced an anti-tobacco script that will also be sent out to local TV stations.

In June 2001, an anti-tobacco billboard was placed in the city of Santa Ana; it was designed by two youth from Spurgeon Intermediate School. They created their design through the billboard workshop. The workshop is led by Michael Howard of Operation Clean Slate. Michael conducts the mural design workshops as well.

In addition to these activities the youth can also participate in a cartoon workshop where they can learn how to draw a humorous and effective anti-tobacco cartoon. Lawrence Norman of Grafi'ks etc. is the "cartoon guy" who leads the youth in these workshops.

For more information on how to participate in the "Tune Out Tobacco" project and to sign up please call Project Coordinators Sherryl Ramos at 714-834-2909 or Tiffany Vong at 714-834-6605.



Standing proud as their billboard is unveiled, Nicole Pimentel and Erika Araujo from Spurgeon Intermediate designed the artwork for the anti-tobacco billboard unveiled this past June 2001

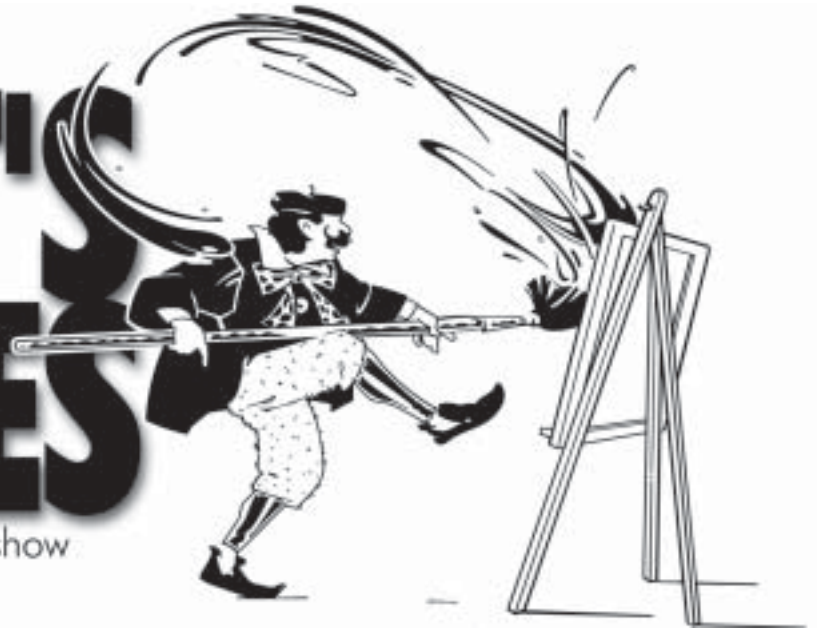


Spurgeon Intermediate students who attend and supported their classmates that designed the billboard.



ARTIST'S of the ASHES

an anti-tobacco youth art exhibition show



The "Artists of The Ashes" was held at the Orange County Department of Education on March 6th, 2001. The room was filled with anti-tobacco artwork that youth have created through the "Tune Out Tobacco" project. From murals, t-shirts, billboards, cartoons and video PSA's (Public Service Announcements) the room was filled with artwork created by talented youth.

There was also a judging area where youth and adults were able to judge cartoons, billboards and PSA scripts created by youth at schools and community agencies. Several members of the "Back That Ash Up" coalition were part of the

Scherry Bilderback and Josh Matna from Garden Grove Boys and Girls Club try to decide on a drawing that they are judging.

The members of the "Artist's of the Ashes" planning committee who helped to make the art exhibition event a big success!



planning committee that helped organize and create the theme for the exhibition. Stay tuned for next year's event with more and new anti-tobacco media artwork. It could be your artwork displayed next time!



Introducing the "Back That Ash Up" Youth Co-chair for 2001-2002



Have you met the new Co-chair of the "Back That Ash Up" (BTAU) Youth Coalition? She is Maria Esquivel, a senior at Buena Park High School who serves as BTAU Co-chair along with Michael Le.

Maria has been a very active member of the BTAU Coalition since August 2000. Her BTAU and TUPP activities have included participation in the "World No Tobacco Day" Race event held at the Newport Beach Back Bay, serving on the Planning Committee for the "Artists of the Ashes" event and attendance at the Sandcastle event held at Seal

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Take the Word Search Challenge!

Can you find the words below in the block of letters above?

- | | | |
|----------------|---------------------|----------------------|
| 1. Nicotine | 8. Secondhand smoke | 15. Asthma |
| 2. Addiction | 9. Cancer | 16. Snuff |
| 3. Emphysema | 10. Bronchitis | 17. Cigarettes |
| 4. Tobacco | 11. Heart Disease | 18. Smoking |
| 5. Cigar | 12. Stroke | 19. Drug |
| 6. Advertising | 13. Bidis | 20. Bad Breath |
| 7. Profit | 14. Chew Tobacco | 21. Back that Ash Up |



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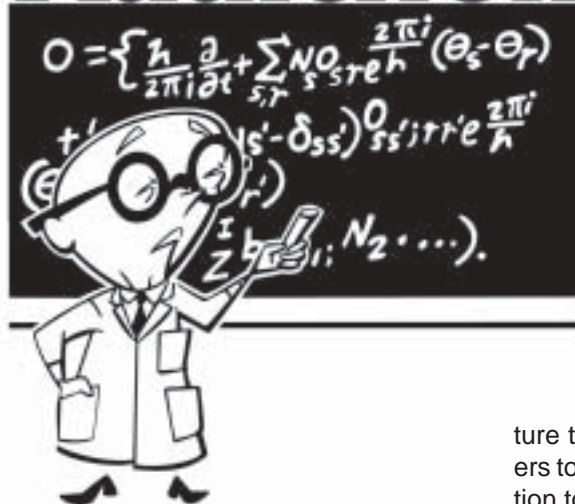
Introducing the "Back That Ash Up" Youth Co-chair for 2001-2002

Beach. Maria also serves on the BTAU Youth Council, which is responsible for helping to plan Coalition meetings.

In addition to her BTAU activities, Maria is also involved in other youth leadership programs including Friday Night Live (FNL) and the Youth Advisory Committee (YAC). Through these activities, she learned about the BTAU Coalition and became an active participant.

During the Summer of 2001, Maria had the opportunity to attend the California Youth Advocacy Network's (CYAN) Summer Camp along with many other anti-tobacco youth advocates (see story on the CYAN Camp for more details). If you ever have the opportunity to attend a BTAU Coalition meeting or a TUPP event, you might have the chance to meet Maria, so be sure to introduce yourself and say 'Hello!'

Educators Against Tobacco Addiction



EATA was developed because many teachers believed that tobacco education is only taught in a health class. This is not true. Tobacco education can be taught in many different subjects and not just in a health class. What teachers may not know is that there are many curricula available to teach tobacco education in other subject areas like Math,

English, Science and so on. The chart at the bottom is an example of a math problem where students will learn how to multiply the cost of cigarette.

In conclusion, have students brainstorm on what else they could do with the money they saved not purchasing tobacco products. Examples are a CD player, a computer, a bike and so on.

The goal of the project is to work with current and future teachers and/or adult youth leaders to provide effective tobacco education to youth. EATA provides teachers and/or adults leaders with up-to-date information, resource, and implementation tools to make tobacco education simple and effective. To implement the project, TUPP is working cooperatively with UCI, Chapman University, Concordia University, UCI-Extension Center, and California State Fullerton to implement the project. If interested in the project, please contact Project Coordinator, Tiffany Vong at (714) 834-6605.

Math problem: What is the cost of cigarette if a person smokes a pack, 1.5 pack, 2 pack, 2.5 pack and 3 pack a day for a week, a month and a year. Assuming a pack of cigarette cost \$3.50. The table below provided answers the question.

| | 1 pack | 1.5 pack | 2 pack | 2.5 pack | 3 pack |
|-------|-----------|------------|-----------|-----------|-----------|
| Day | \$3.50 | \$5.25 | \$7.00 | \$8.75 | \$10.50 |
| Week | \$24.50 | \$36.75 | \$49.00 | \$61.25 | \$73.00 |
| Month | \$105.00 | \$157.50 | \$210.00 | \$262.50 | \$315.00 |
| Year | \$1277.50 | \$1,916.25 | \$2555.00 | \$3193.75 | \$3832.50 |



California Youth Advocacy Network (CYAN) Camping Retreat Summer 2001

Continued from page 1

coming group meeting. Throughout the whole retreat, CYAN had set up different workshops that we were assigned to go to throughout the whole day. One of the best ones were by Byron Garret; he was a very impressive speaker. He had a way of talking to people that caught their attention and interested them on anything they were saying. I have to give him kudos for being such a great speaker and I hope you get a chance to hear him speak one day. (www.lifeworks101.com)

As the days went quickly by, we all made new friends (I got to meet the cutest dog named Hamlet), CYAN did a great job thinking of fun activities be-

sides the workshops. They even did a whole Double Dare Game Show with us, making us do the grossest things you could imagine, but as a team. We had fun doing arts and crafts together. There was swimming and hiking as well. What I loved was the dance we had on my birthday. We got to dress up as our favorite celebrity (Maria and I were Batman(s)!). We are very proud to brag that we won the People's Choice Award; thank you to all the fans.

I definitely recommend going to such a great event like this one! Even if you don't like camping, you'll find it worth your while. Being around people who have the same values as you against ATOD (Alcohol, Tobacco and Other Drugs) is the greatest thing you can imagine; because now you know you're not the only one who wants to make a difference in someone's life or in your own community. You know you have met other leaders like you who are making California, a better place to live in.

Making New Friends!



Cristy Chen and Maria Esquirel finds a new friend at the CYAN camp.

Ryan Caught Talking About The Coalition



Ryan Lugache takes a moment to talk about the "Back That Ash Up" Youth Coalition and his experiences this past year!



The youth coalition members pose with their adult chaperones, Elke Shattuck and Sheryl Ramos who are TUPP staff members.



YOUTH QUEST 2001



A Rally at the State Capital!

Speaker Debi Austin who suffered from emphysema due to smoking warns the crowd the hazards of smoking and what it did to her!

On April 9th I had the opportunity to go to the State Capitol for a day (with an adult chaperone from TUPP) to be a part of a state-wide youth rally. The rally was sponsored by the California Youth Advocacy Network (CYAN) and it is a state-wide youth coalition. In fact, the rally was organized by the members of the youth coalition. There were over 100 teens there represented. We were all there letting legislature know that money from the settled lawsuits from the tobacco industry for the recovery of their tobacco-related diseases costs should go to youth anti-tobacco programs in California.

I thought that the rally and event was interesting. A press conference was held right on the footsteps of the Capitol building. They had several speakers there telling their stories of how they were personally affected by the tobacco industry. The speakers really did a good job proving their points about tobacco use and the bad effects it has on health. The strongest speaker was Daniel Day, a teen who talked about his grandfather

and how he died from a smoking related disease. It was powerful because it was personal and he was very close to him. One of the other powerful speakers was Debi Austin the lady you see on the commercials with emphysema still smoking and she blames the tobacco industry for her current condition. Their speeches were very motivational.

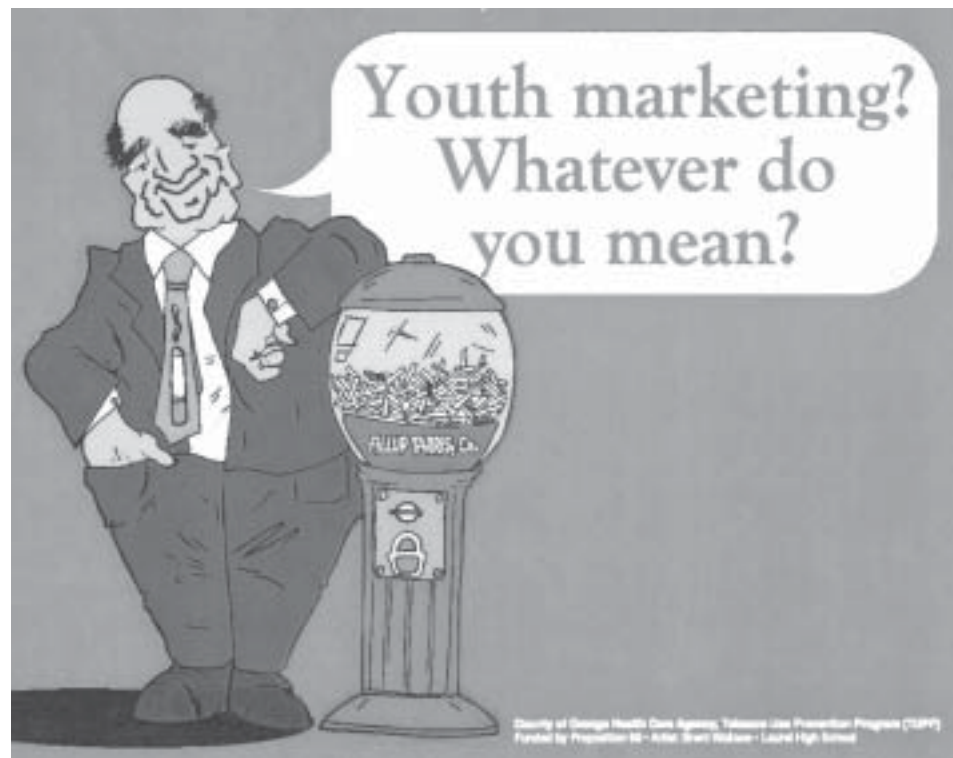
I also like all the booths that were there representing their agencies. I never knew that the state-wide coalitions were this big. It's nice to know that there are a lot of teenagers out there who are going against the tobacco industry. I'm not sure how big the event was supposed to be but from my point of view CYAN did a good job. The publicity for the cause was good and the event brought many people from all over California to participate. The rally showed how much others care about tobacco prevention and how the youth's voices can be heard!



Miranda Wang at the State Capital for the "Youth Quest 2001"



CARTOON Corner





The "Back That Ash Up" Youth Coalition

WANTS YOU!

Join the coalition where youth make a difference. "Back That Ash Up" is a youth coalition where that meets once every two months to talk about special events, activities and tobacco issues that affect you. This is an opportunity to be part of decision making, policy making and just having fun with people like yourself. The Tobacco Use Prevention Program (TUPP) provides the transportation and plenty of food and snacks! By being a part of this group you will have the opportunity to go to special events and even be part of organizing one! We always need fresh ideas and faces, so we want you to stop missing out on the fun and join the coalition today. Call now to find out when the next meeting is and to reserve your space!

For more information on how to join please call Anabel Garcia at 714-834-5710 or Sheryl Ramos at 714-834-2909.



Are you currently in college? Or Are you going to be in college soon? Well, if you answered yes to any of these questions and are concerned about smoking on college campuses then BEAT wants you! The Breathing Easy Anytime (BEAT) project assists college campuses and their students on trying to decrease tobacco use among their population. Adults that are aged 18-24 years, most of them being in college, represents the youngest legal targets for tobacco industry marketing.

Policy change is also a way to get some attention on a tobacco issue. This past spring, Lori Brault, Director of


Health Services at Fullerton College, and with the help of the students, they had just passed a smoking regulation on their campus where there are now designated smoking areas on their campus. Congratulations to her and her school for their efforts and success!

BEAT is also currently working with several colleges in Orange County to conduct a tobacco survey among students on campus about tobacco use, policies and attitude. TUPP is targeting the college age population to quit smoking and has done several media campaigns such as advertisements in the movie theatres and college newspapers.


According to results of a national survey in the August 2000 issue of the Journal of the American Medical Association (JAMA), tobacco use is common among college students and is not limited to cigarettes. Other tobacco products include cigars, pipes and smokeless tobacco.

Don't be the legal targets of the tobacco industry and learn to B.E.A.T. them!

For more information on how to get involved please call Project Coordinator, Sherryl Ramos at 714-834-2909.




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"BACK-THAT-ASH UP!" NEWSLETTER